

Danny Sabbah Video transcript –

Rational SMB

As general manager of Rational Software, I spend a lot of my time talking to our customers and business partners because I think it's critical for us to understand their challenges in order for us to ensure that we're providing the right solutions that enable successful software and systems delivery. During these visits, I'm often struck by the fact that small and mid-sized organizations deal with many of the same problems as their larger counterparts – and are relieved to learn that Rational Software can provide offerings and services that blend knowledge, innovation, reliability, and technology to help solve these problems.

I'm very pleased to report that Rational Software is focused on delivering software and services that are packaged and priced to meet the needs of small and mid-sized companies like yours. We do this in the context of an overall Governance theme to help you ensure that you're extracting the maximum value out of your IT investment. Underneath this framework we provide a set of industry leading products which help you manage software requirements, enhance individual development productivity, manage change, track defects, and so quality assurance through testing. We have the practical, reliable, cost-effective solutions you need whether you're focused on the entire Governance process or an particular segment.

I know that some of you may have thought that IBM was too big, too hard to work with or just not interested in dealing with small/mid-sized companies – think again. We've changed. We're working hard to deliver the convenient, cost-effective software and services you need. What's more, the value that Rational provides to small and medium business extends far beyond just IBM and includes a vast ecosystem of specially-trained, experienced business partners who have built their businesses on serving the needs of cross-industry, small and mid-sized organizations.

I invite you to browse our new small and mid-sized business micro site on [ibm.com](#) – the exact URL is listed on your screen. You'll find an overview of Rational software and the value that we deliver to small and mid-sized companies including the full story on how Rational works with other IBM software brands, System i, how Rational integrates with Microsoft Visual Studio .NET and much more. But, this is really only the beginning. By visiting our new micro site – you'll learn how you can tap into the vast resources of IBM and realize all the benefits provided by exceptional development and software and systems delivery for small and mid-sized organizations that only IBM Rational provides.

We've made great strides at IBM Rational. Please take a few moments to look around our micro site and learn how our solutions can benefit you.

Thank you.